

Speakers and writers can appeal to their audience in different ways.

logos – logic or reason
 pathos – emotion
 ethos – ethics and morals

Logos

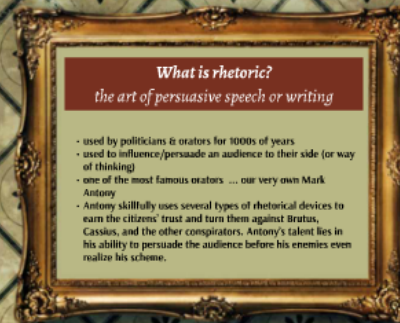
• logical appeal
 • appeals to an audience's sense of reason and logic
 • the speaker or writer needs to make the audience think about the validity and/or objective nature of a position

Pathos

• emotional appeal
 • the means to persuade an audience by appealing to their feelings/emotions

Ethos

• ethical appeal
 • the means to convince an audience of the speaker's credibility or character



What is rhetoric?
the art of persuasive speech or writing

- used by politicians & orators for 1000s of years
- used to influence/persuade an audience to their side (or way of thinking)
- one of the most famous orators ... our very own Mark Antony
- Antony skillfully uses several types of rhetorical devices to earn the citizens' trust and turn them against Brutus, Cassius, and the other conspirators. Antony's talent lies in his ability to persuade the audience before his enemies even realize his scheme.



Where do we see rhetoric?
It's all around us!

- political speeches
- commercials
- art
- television & movies
- newspaper and magazine articles
- even in our everyday conversations

Each time we want to get our way, or take out our money to buy a product we saw in a commercial, we are either using rhetoric or are persuaded by the use of rhetoric.



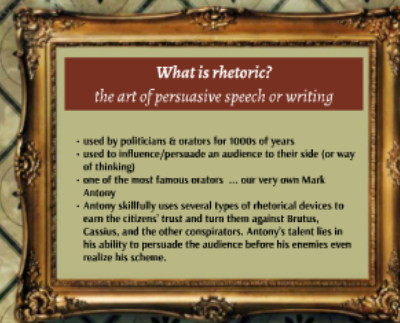
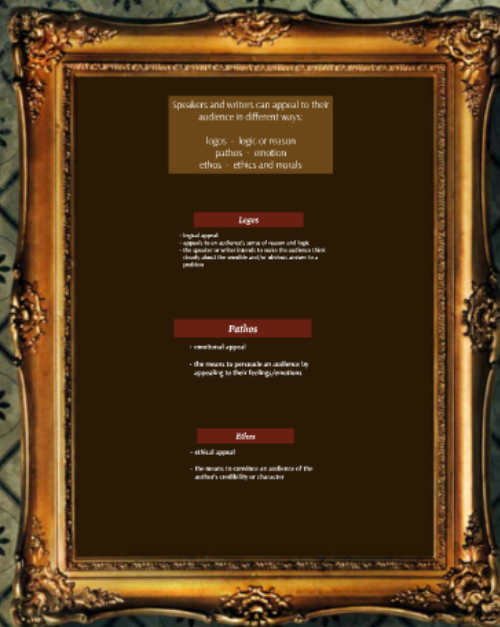
**It's not just WHAT you say ...
 it's also HOW you say it.**

Hundreds of **rhetorical devices** exist, dating back to the famous orators Socrates, Plato, and Aristotle.

Besides using devices you may already be familiar with, such as figures of speech (*metaphor, simile, personification*) and sound devices (*alliteration, assonance, consonance*), writers and speakers use many other rhetorical devices to communicate their message.

Let's take a look!

The Art of Rhetoric



The Art of Rhetoric



YouTube

What is rhetoric?

the art of persuasive speech or writing

- used by politicians & orators for 1000s of years
- used to influence/persuade an audience to their side (or way of thinking)
- one of the most famous orators ... our very own Mark Antony
- Antony skillfully uses several types of rhetorical devices to earn the citizens' trust and turn them against Brutus, Cassius, and the other conspirators. Antony's talent lies in his ability to persuade the audience before his enemies even realize his scheme.

The entire slide is enclosed within a highly decorative, ornate gold frame. The frame features intricate scrollwork, floral motifs, and a multi-layered border design, giving it a classic, framed-art appearance. The background within the frame is a solid dark brown color.

Where do we see rhetoric?

It's all around us!

- **political speeches**
- **commercials**
- **art**
- **television & movies**
- **newspaper and magazine articles**
- **even in our everyday conversations**

Each time we want to get our way, or take out our money to buy a product we saw in a commercial, we are either using rhetoric or are persuaded by the use of rhetoric.

Speakers and writers can appeal to their audience in different ways:

logos - logic or reason

pathos - emotion

ethos - ethics and morals

Logos

- logical appeal
- appeals to an audience's sense of reason and logic
- the speaker or writer intends to make the audience think clearly about the sensible and/or obvious answer to a problem

Pathos

- emotional appeal
- the means to persuade an audience by appealing to their feelings/emotions

Ethos

- ethical appeal
- the means to convince an audience of the author's credibility or character



It's not just **WHAT** you say ... it's also **HOW** you say it.

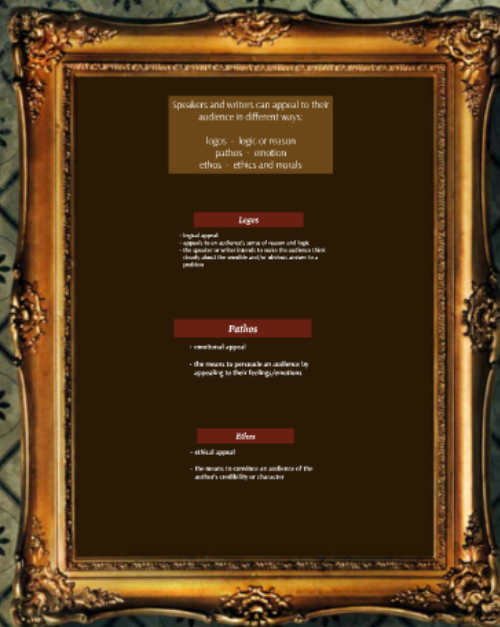
Hundreds of **rhetorical devices** exist, dating back to the famous orators Socrates, Plato, and Aristotle.

Besides using devices you may already be familiar with, such as figures of speech (*metaphor, simile, personification*) and sound devices (*alliteration, assonance, consonance*), writers and speakers use many other rhetorical devices to communicate their message.

Let's take a look!



You Tube



Speakers and writers can appeal to their audience in different ways.

logos – logic or reason
 pathos – emotion
 ethos – ethics and morals

Logos

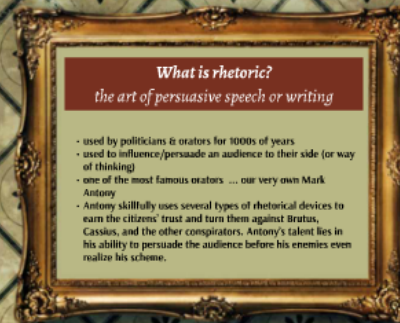
• logical appeal
 • appeals to an audience's sense of reason and logic
 • the speaker or writer needs to make the audience think about the validity and/or objective nature of a position

Pathos

• emotional appeal
 • the means to persuade an audience by appealing to their feelings/emotions

Ethos

• ethical appeal
 • the means to convince an audience of the speaker's credibility or character



What is rhetoric?
the art of persuasive speech or writing

- used by politicians & orators for 1000s of years
- used to influence/persuade an audience to their side (or way of thinking)
- one of the most famous orators ... our very own Mark Antony
- Antony skillfully uses several types of rhetorical devices to earn the citizens' trust and turn them against Brutus, Cassius, and the other conspirators. Antony's talent lies in his ability to persuade the audience before his enemies even realize his scheme.



Where do we see rhetoric?
It's all around us!

- political speeches
- commercials
- art
- television & movies
- newspaper and magazine articles
- even in our everyday conversations

Each time we want to get our way, or take out our money to buy a product we saw in a commercial, we are either using rhetoric or are persuaded by the use of rhetoric.



**It's not just WHAT you say ...
 it's also HOW you say it.**

Hundreds of **rhetorical devices** exist, dating back to the famous orators Socrates, Plato, and Aristotle.

Besides using devices you may already be familiar with, such as figures of speech (*metaphor, simile, personification*) and sound devices (*alliteration, assonance, consonance*), writers and speakers use many other rhetorical devices to communicate their message.

Let's take a look!

The Art of Rhetoric